# TOWARDS A DATA SPACE FOR TOURISM – USE CASE CO-CREATION WORKSHOP

In an effort to drive innovation and collaboration within the tourism industry, the workshop titled **"Towards a Data Space for Tourism - Use Case Co-Creation"** was successfully held on the 28th of March (from 10:00 AM to 12:30 PM). The workshop served as a platform for **brainstorming and co-creation**, fostering an environment where diverse ideas intersected for the **development of 8 data space use cases**. The workshop was attended by a coalition of selected stakeholders of the tourism ecosystem, with key competences in data and tourism. It was overall attended by 21 stakeholders, representing several categories as shown in the figure below.

Stakeholder categories represented in the use case co-creation workshop
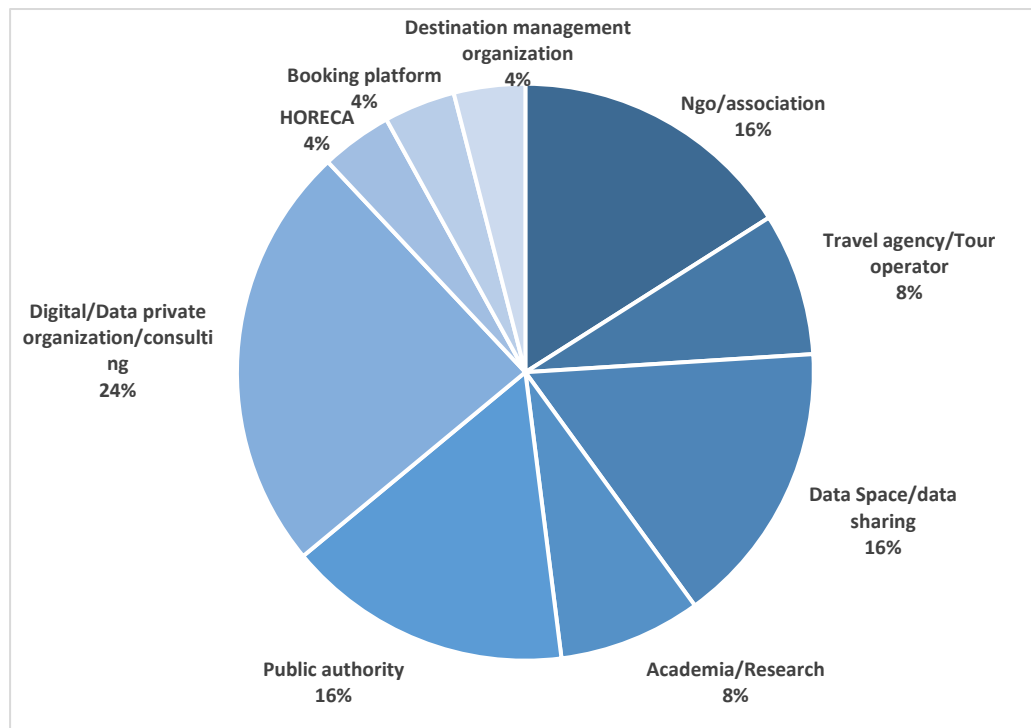
In the context of this project, use cases are considered possible applications of the tourism data space. Indeed, **use cases are situations in which actors of the tourism ecosystem, in order to improve their business, might find it interesting to share data with other actors.**

The first step that enabled the co-creation of the 8 use cases was drafting a **long list** of 26 possible use cases of the tourism data space. The short list of 8 use cases was created based on the challenges rating and priority assigned by stakeholders in the workshop entitled "Towards a Data Space for Tourism- Prioritization of data needs and data purposes", which took place on the 8th of February.

During the workshop, participants were split into **four break-out rooms**, one for each identified data purpose. Two use cases were developed for each break-out room:

Breakout room I: Increase of tourism sustainability & accessibility;

Use case I: Food inclusivity;

Use case II: Minimize tourism impact on local community.

Breakout room II: Conduct market analysis & inform decision-making;

Use case I: Smart tourism observatory;

Use case II: Mitigate crisis management.

Breakout room III: Improvement of the interaction and engagement of the tourist;

Use case I: AI-based recommender for sustainable tourism;

Use case II: Customized immersive experiences using historical data.

Breakout room IV: Improvement of planning and operations of tourism services.

Use case I: Optimisation of tourist flows in protected areas;

Use case II: Data intelligence-based marketing campaign optimization system.

These eight examples of data space application were consequently developed through the co-creation workshop, which further **aimed at developing the needed datasets of each data types of the use case, as well as understanding the stakeholders' roles and relationships in the use case and any additional applications of the solution.** It is noteworthy to mention that the use cases are accordingly functional to the design of the technological and governance frameworks of the data space

To facilitate the interactive nature of the workshop, participants utilized the Mural platform, making use of virtual sticky notes to share their insights and answers. Under the guidance of two Consortium members, each break-out room facilitated five main activities for every use case, ensuring thorough exploration and analysis.

Firstly, the workshop showcased the data types previously identified by the project team for each specific use case. Participants were encouraged to **identify any additional data types** they deemed relevant, allowing for a comprehensive understanding of the data landscape. Subsequently, participants were prompted to **identify the specific datasets** necessary for the successful implementation of each use case, which resulted in the identification of 109 priority datasets. They were also asked to specify the **required level of granularity and the ideal data source**, enabling a more targeted approach to data collection and utilization. Another significant activity involved displaying the stakeholder types identified by the project team. Participants were tasked **with assigning roles to each stakeholder type,** distinguishing between data providers, data consumers, and final users of the proposed solutions. This exercise recognized that stakeholders may assume multiple roles within the context of each use case. Furthermore, participants were invited to **match previously identified datasets with the respective stakeholders who either provide or consume them.** This activity ensured a comprehensive understanding of the data flow within the use cases, uncovering opportunities for collaboration and data exchange. Lastly, attendees were encouraged to identify any missing elements and propose potential adaptations for different contexts and/or additional final users. This exercise sparked thought-provoking discussions and innovative ideas for enhancing the proposed solutions.

The outcomes of the workshop's co-creation activities have been used to develop the use cases presented in [Deliverable D2.3 Identification of data typology and priority list of datasets, potential use cases and common building blocks with other data spaces](#) and will serve as a valuable foundation for the upcoming steps in the work of the DATES project.

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